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ABSTRACT

This book presents systematic guidelines and practical tools to assist adult and continuing education program coordinators in planning and conducting successful program evaluations. Chapters 1-3 explain how to accomplish the following tasks: (1) assess their existing experience and familiarity with evaluation concepts and procedures; (2) identify the focus of the evaluation products they are likely to undertake in the near future; and (3) determine who has or should have a stake in the evaluation project's process and conclusions. Chapters 4-11 focus on the following aspects of programs and provider agencies that evaluation efforts might address: needs assessment; contextual analysis; goals and policies; staffing assessment; participation; program; materials; and outcomes and impacts. Chapter 12 discusses the how and why of conducting the following specific evaluation activities: describe the program; estimate likely results through small preliminary evaluations; specify the evaluation's purpose; consider five levels; address value judgments; use ongoing assessment; assess system functioning; include contextual influences; arrange for a coordinator; involve stakeholders and obtain their cooperation; address differential stakeholder influence; obtain necessary resources and support; use various sources and procedures to obtain evaluation data; use standards to ensure quality of evaluation; analyze data to produce useful conclusions; include meta-evaluation; and use evaluation to enhance program vitality. The bibliography lists 163 references. (MN)

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